

WHAT IS CLAIMED IS:

1. A system for providing access to information (1) related to an audio or video signal (12) being distributed to a multiplicity of people at a given time, the system including or consisting of watermarking means (9) for inserting identification codes into said audio or video signal before or at the time of distribution, said codes consisting of or including information identifying the time of distribution and the identity of the distributor, to means (14) for reading the identification codes and associating a block of data stored in a data store with said identification codes, and communication means (6) for one or more person who has received said audio or video signal to access said block of data using either said identification codes or the identity of the distributor and the time of distribution.
2. A system as claimed in claim 1 in which the data store is a server, and the communication means includes a telephone which accesses the server via a computer network, WWW or WAP pages, text messaging, or interactive voice response means.
3. A system as claimed in claim 1 in which the data store is connected to means (11) for decoding said identification codes such that the time of broadcast of a given audio or video item is recorded in said data store.
4. A system as claimed in claim 1 in which the communication means includes means to decode and store said identification codes.
5. A system as claimed in claim 2 in which the communication means includes means to decode and store said identification codes.
6. A system as claimed in claim 3 in which the communication means includes means to decode and store said identification codes.